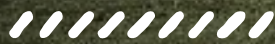


Agritourism case study

Summer Land Camels, QLD



Location

45 minutes from Brisbane in the Scenic Rim region of Queensland.

Land tenure and primary business type

Freehold agriculture and tourism business. Tourism approval through a local council development application.

Competitive advantage

We are part of the Scenic Rim destination and located just off a main highway. Camels are a drawcard and even before opening the doors for tourists, people were stopping to look at the camels. We offer a unique product in a beautiful location, only 45 minutes from Brisbane.



Tourism offerings

Visitors to the farm can be involved in several ways:

- farm gate sales of organic and ethical camel milk products including milk, cheeses, vodka, chocolate, gelato, meats and hypoallergenic skin care products
- café featuring local products
- tours of dairy including camel milking demonstrations, baby camel feeding and camel rides
- a meeting venue for corporate and incentive groups
- education tours catering from kindy right up to tertiary
- special events such as school holiday programs, cocktail evenings and markets
- tour bookings for other Scenic Rim products



Growth journey

The Australian Wild Camel Corporation, trading as Summer Land Camels, was formed as a dairy in 2015. When we started the business we always had tourism in mind due to its competitive advantages and the opportunities.

Camels were a natural drawcard. With people already stopping to look over the fence, it was easy to open the doors and welcome them in.

Tailored product has been created to attract different markets – weekdays for coach and school tours; weekends for locals, wellness and special interest markets and events.

We have a strong focus on regenerative farming, rebuilding the landscape and education.

Future growth plans

- building structures to enable special functions and events in all weather
- further target the Asian inbound tour market.

Viability and benefits

Tourism works as a funnel for our products and helps educate the public on camels and change their mindset on camel products. Tours and rides capture our audiences and lead to 'buy in' and conversion.

Advice to others looking to start a tourism business

- tourism is a great way to market and grow awareness of your product
- need to be energised and motivated - the way you welcome visitors represents your business and brand
- build your brand story and make it more than just a product. This can help make your business a destination
- what legacy are you leaving? Are you doing it for your family or for someone else who buys the business in the future?
- seek support for your website, marketing and social media to ensure it is 'on trend' – this is the introduction you provide to your customers
- need to enjoy it as you will be working on it 7 days a week, 365 days a year
- understand council, certification, licence and insurance requirements. Sometimes these can be restrictive, don't be scared to seek advice when needed
- collaborate with other businesses in your region. It benefits all of us if we work together to promote and attract travellers
- ensure a careful balance when offering tours; production may have to stop to ensure complete focus on clients
- work together as a team – agriculture and tourism require different skillsets; we are all part of the industry and need to understand our roles so we run well together.

Agritourism is a way of keeping young people on the land; they don't need to go to the city to get a job.

